

Figure 1

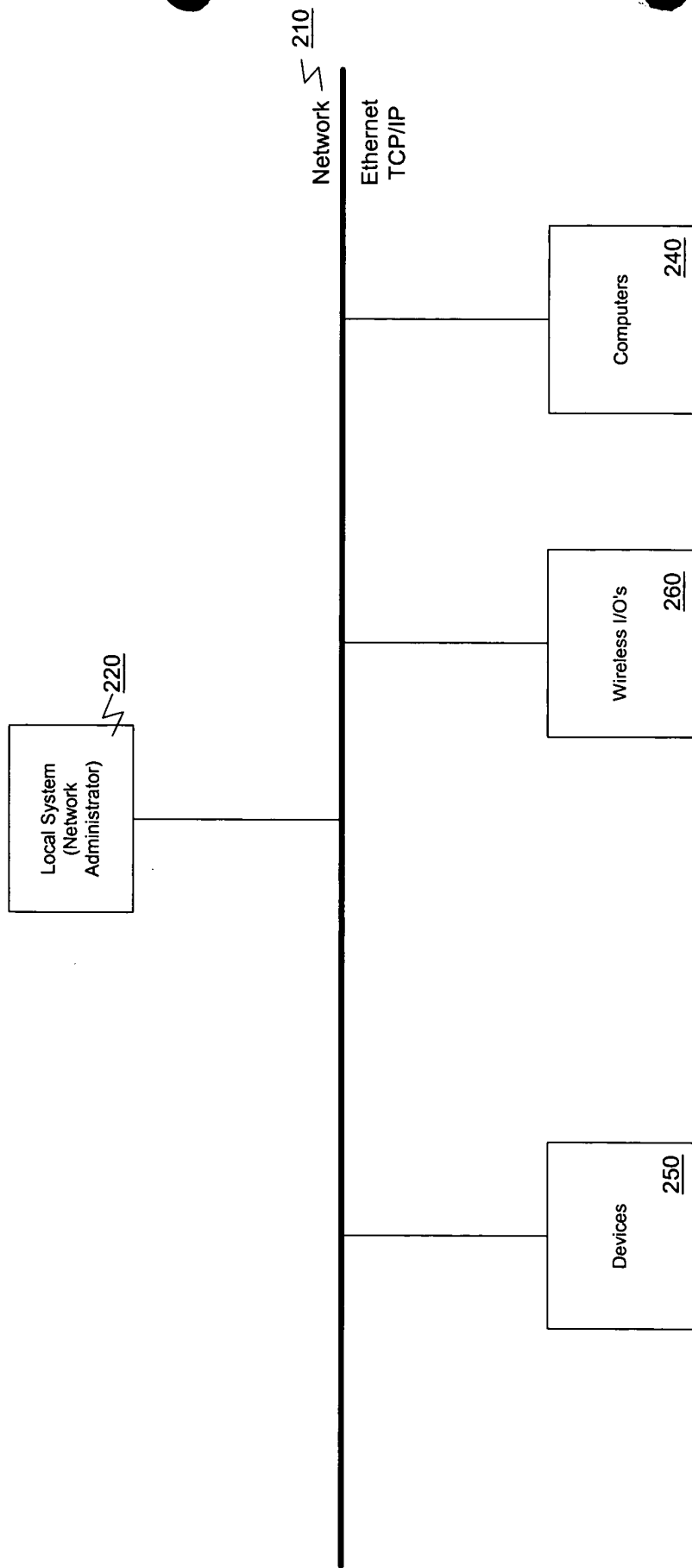


Figure 2

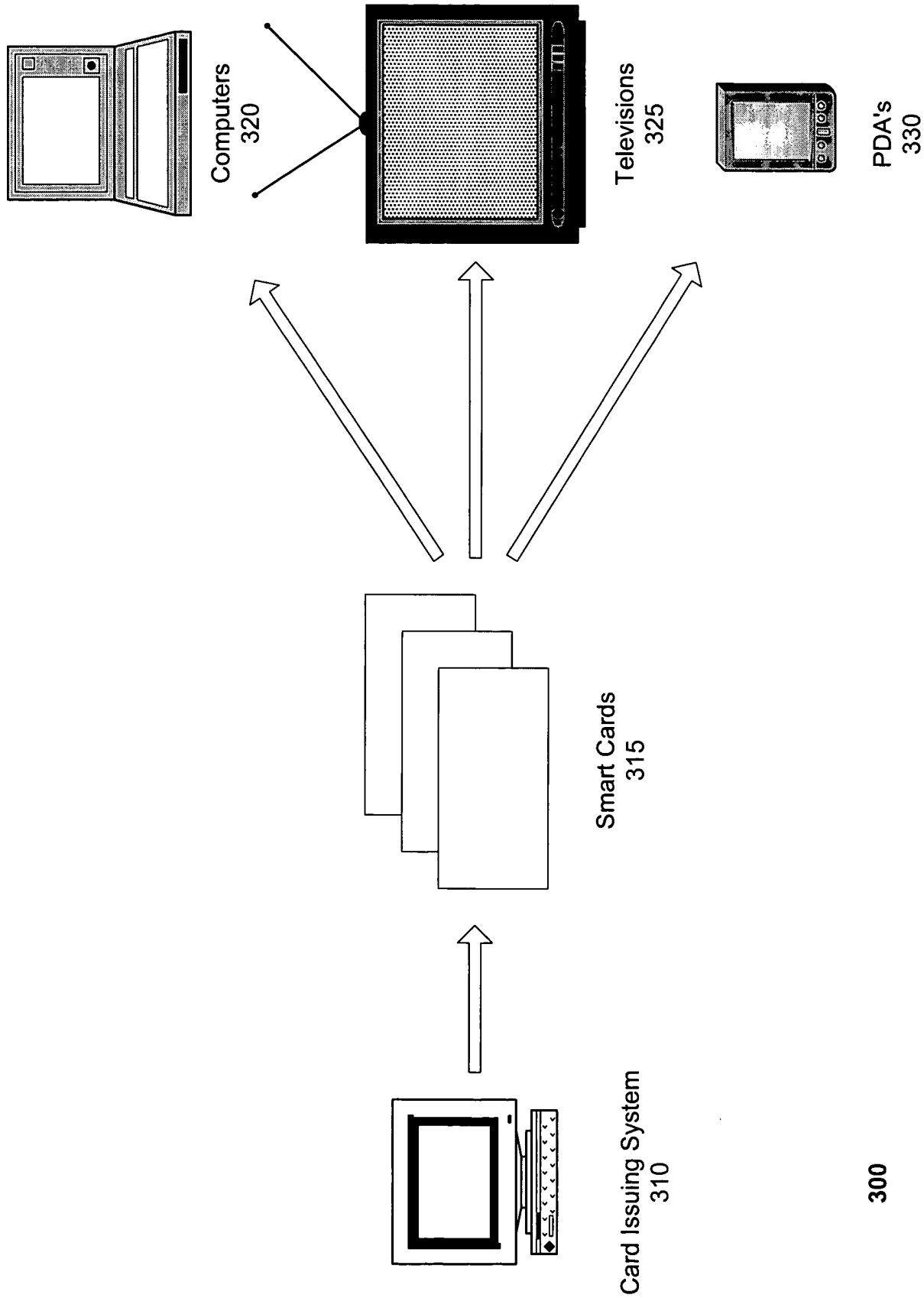


Figure 3

405

User Identification

Name

Demographic Information
(e.g., age, gender)

Credit Card Information
(e.g., Type, Number)

Other Information
(e.g., Identification
Number, Password)

410

User Preferences

Favorite Content
Categories
(e.g., Sports, Comedy)

Special Interest Under
Each Category
(e.g., Basketball,
Sitcoms)

Key Terms
(e.g., Lakers, Sienfeld)

Further Limiting the
Content
(e.g., Game, Soup Nazi)

Favorites

415

User History

Criteria for Tracking the
Media Programs
(e.g., Most Watched,
Recently Watched, Not
Watched for a Certain
Period of Time, Key
Terms)

Figure 4A

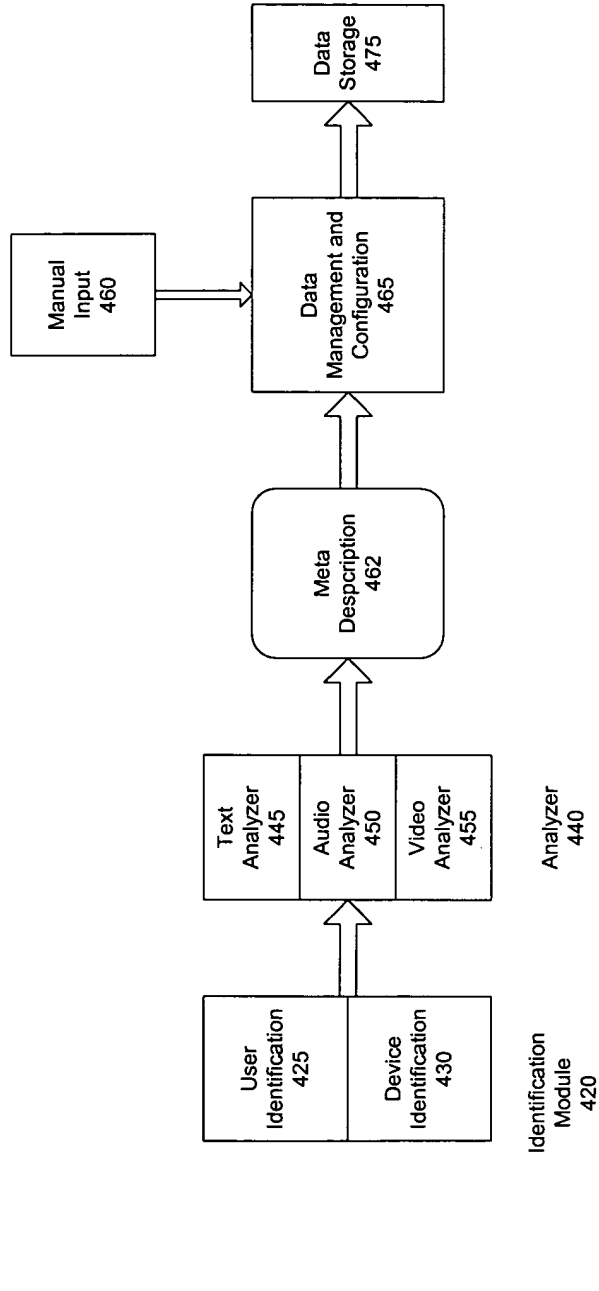


Figure 4B

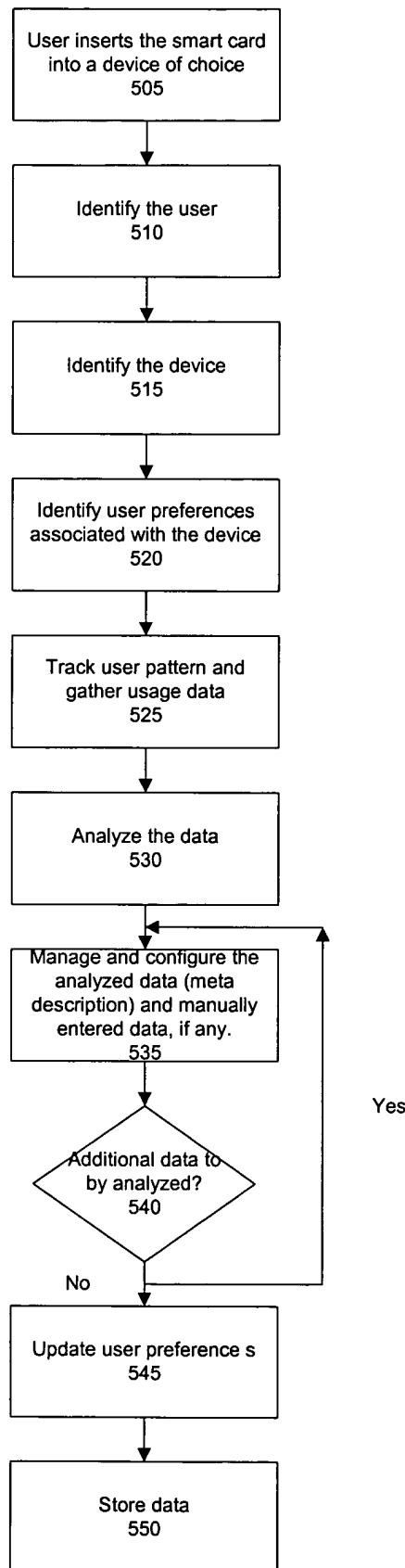


Figure 5

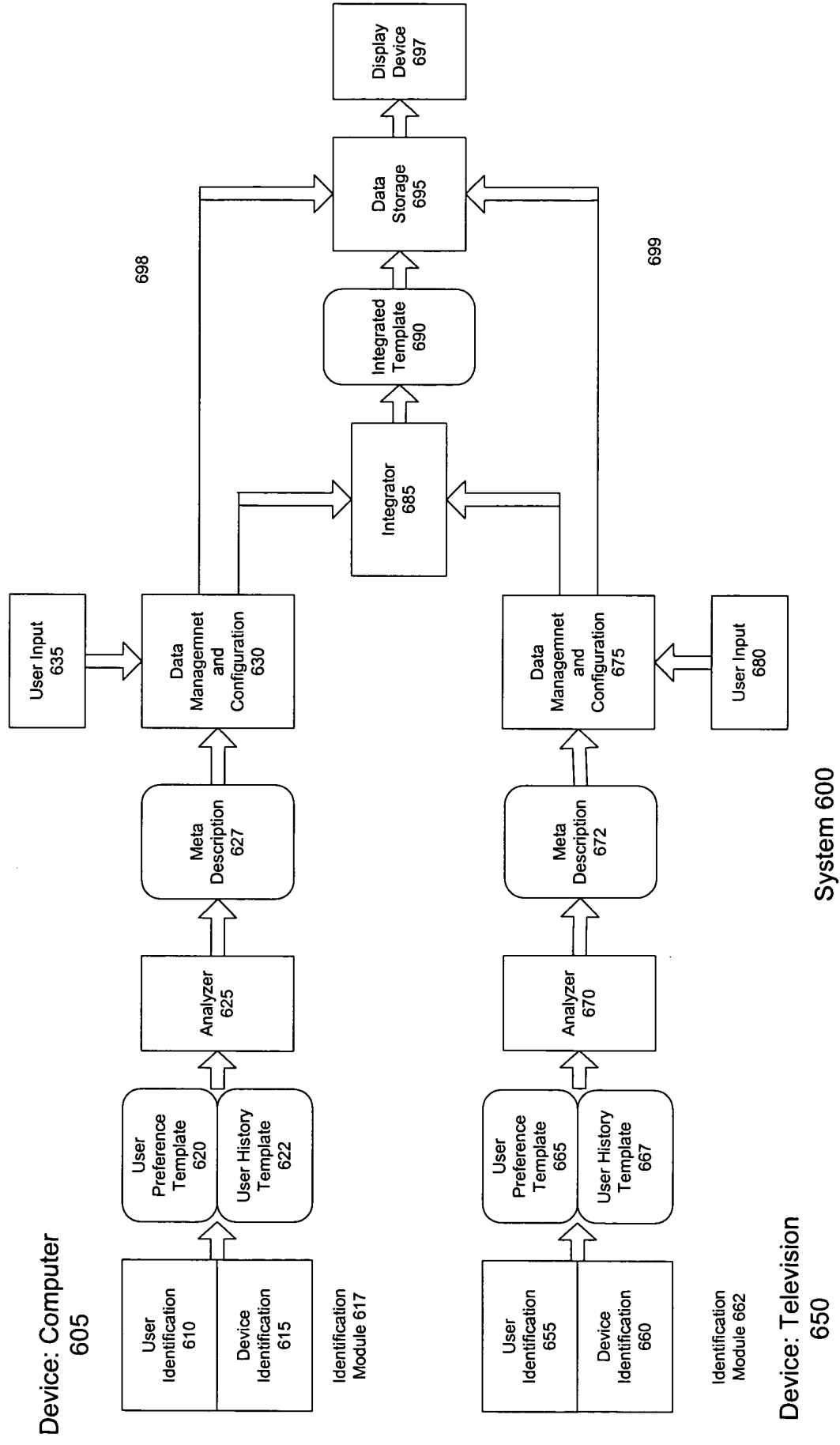


Figure 6

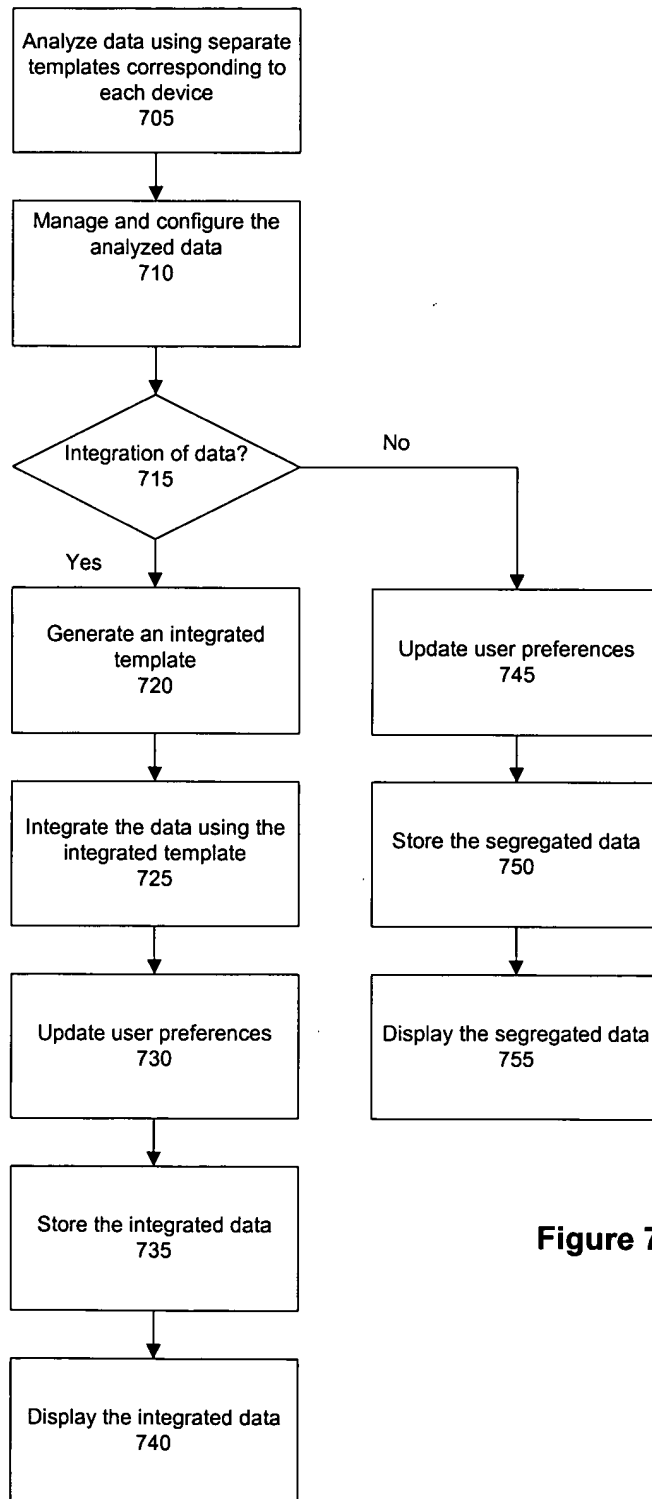


Figure 7